

**Workforce Development Board Member
Application Form**

Name of organization nominating applicant: Thomas Wood, President -
Human Resources Association of the Central Coast

Applicant Information:

Name: Pamela Avila

Address: [REDACTED] County: San Luis Obispo

Telephone: (Office) [REDACTED] (Cell): [REDACTED]

Fax #: NA Email: [REDACTED]

Company/Organization: Sierra Summit Group No. of Employees: 1

Company Website: www.sierrasummitgroup.com

Assistant/Secretary: NA Email: _____

Telephone: (Office) _____ Fax#: _____

Industry Cluster Represented: All

1. Building Design & Construction,
2. Green Energy,
3. Knowledge & Innovation (information, communication & technology, professional & technical services, education & training),
4. Specialized Manufacturing,
5. Health Services ,
6. Uniquely SLO (Agriculture, Recreation & Accommodation, Wine)

What is your official title and what skills and talents do you bring to your job? Founder of SSG -

As an executive in the technology industry as well as a serial entrepreneur, I understand the challenges of finding and hiring a skilled workforce. I am able to examine a "big picture" and see how it relates to our economy and the business community.

Do you live in the County where you work? Yes

If not, in what County do you reside? NA

How many years have you worked in the County region? 9 years

How many years have you worked for your current employer? 14 years

List any affiliations and offices held with other associations/organizations: Chairman/CEO, Stronger Futures; Director of Economic Development, Paso Robles Chamber of Commerce; Founder/Executive Director, CT Pioneers IT industry trade organization,

Please list any areas in which you are currently involved in workforce development??

Currently working with County Office of Education on engaging local businesses to provide work-based learning experiences for high school students. Also using LMI to support the development of new career pathways within the high schools.

Does your organization utilize the America's Job Center of California (AJCC)? No

If not why? _____

If so, what do you like most about the AJCC and what would you like to see be done differently?

NA

Does your organization participate in an industry cluster initiative? Yes

If not, why? _____

If so, what do you like most about participating in an industry cluster initiative and what changes would you like to see?

With a focus on local economic development, I see the importance of understanding the specific needs of each industry cluster, including having a talent pipeline available. Across industries in SLO county, access to a skilled workforce is often a challenge that impacts the growth and success of local business. I'd like to see more collaboration between business, education, and key organizations such as the WDB.

What do you think are the critical workforce issues in our region?

The workforce issue is challenging and made more complex by the high cost of housing in the region. Currently 43% of the workforce is engaged in jobs paying too little to support a family or buy a home. A local collaborative effort is needed to ensure the availability of more education and training that would lead to employment in higher paying, high skilled jobs.

What will you bring to the Workforce Development Board of San Luis Obispo County?

(i.e., network, resources, experience, insight into workforce needs in your industry, etc.)

Working in local economic development has helped me develop a wide network of business and organization contacts. I bring experience in problem-solving and team building. I understand the needs of businesses large and small across industry clusters, including their workforce needs.

What do you hope to get out of your participation on the Workforce Development Board of San Luis Obispo County?

Workforce development is another key "piece" of the economic development puzzle. By supporting WDB programs and initiatives, I am able to continue my work to help create a stronger, more diversified local economy.

I formally request that consideration be given to my nomination for appointment to the Workforce Development Board of San Luis Obispo County.

Thank you in advance for your consideration!

Signature: Pamela W. Avila (electronically) Date: 02-25-16